

Moving Toward a New Age:

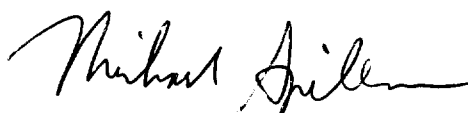
A curriculum study
and proposal for
Ball State University's
Department of Telecommunications

An Honors Thesis (HONRS 499)

by

Krista Longtin

Thesis Advisor
Michael Spillman

A handwritten signature in black ink, reading "Michael Spillman". The signature is fluid and cursive, with the first name "Michael" and last name "Spillman" clearly distinguishable.

Ball State University

Muncie, Indiana

December 1998

20 December 1998

Speech
Thesis
1980
1981
1982
1983
1984
1985
1986

Abstract

This project discusses the current curriculum for Ball State University's Department of Telecommunications and proposes a new curriculum by adding classes and options. Along with an examination of other schools' programs, this project utilizes a survey of senior telecommunications students, designed specifically for this project, as a basis for the changes in the department curriculum. The new curriculum is developed with specific regard to new technology and current issues in the media, while maintaining Ball State University's commitment to liberal arts. This new curriculum is presented as a suggestion to move the department into a new age of communication education.

Table of Contents

Introduction	1
Review of MAC Programs in Similar Areas	5
University of Akron Program	7
Central Michigan University Program	11
Bowling Green University Program	15
Ohio University Program	17
University of Toledo	22
Project Design	26
Breakdown of Survey Participants	28
Survey	29
Statistical Survey Results	33
Responses to Open-ended Survey Questions	41
Discussion of Findings and Modifications	52
Timeline for Audio Production Option	56
Timeline for Media Studies Option	59
Timeline for News Option	62
Timeline for Sales/Management Option	65
Timeline for Visual Production Option	68
Descriptions of New Classes Added to Curriculum	71
Conclusion	74
References	75

Introduction

Introduction

Telecommunications is a relatively new academic discipline. With the availability of new information technology and the important role it plays in the daily lives of all Americans, universities across the country have adopted programs that teach broadcasting, media studies and telecommunications. These programs turn out well-rounded individuals with degrees in media studies that are grounded in the liberal arts. Ball State University is no exception. With beginnings in both Theatre and English, Ball State University's Telecommunications program (TCOM) has grown to become one of the leading departments in the country. With 1077 majors, the department of Telecommunications is one of the largest on Ball State's campus (Advising, 1998), and since the inauguration of the College of Communication, Information and Media in 1997 (J. Misiewicz, personal communication, September 11, 1998), scholars across the country have begun to take notice.

Under the guidance of retired department chair, Dr. John Kurtz, TCOM revised its curriculum in 1990 to include an "options system." The idea behind the system was to provide students with specific hands-on experience, not just a broad range of media knowledge (J. Misiewicz, personal communication, September 11, 1998). Therefore, based on the needs of students, as well as the perceived strengths of the faculty at the time, the four options were created: Production, Corporate Media, News, and Sales/Management. Although the department chair position and the faculty have changed since 1990, few changes have been made to the curriculum.

Most TCOM students declare their major during their freshman year. They are required to take three pre-TCOM classes: Foundations of Telecommunications, Telecommunications Writing, and Media Analysis and Criticism (Ball State University Bulletin, 1998). As part of the

foundations class, the different options are showcased, and the students are encouraged to participate in TCOM-related extra-curricular activities, including student-produced television shows, the campus radio station, and professional organizations such as the National Broadcasting Society. Faculty members also make themselves available to talk about option selection or career-related questions. After completing the three pre-TCOM classes, students are required to declare an option (J. Misiewicz, personal communication, September 11, 1998 and Ball State University Bulletin, 1998).

As stated in the Ball State University Bulletin (1998), each option includes both courses that are specifically designed for that particular area and directed electives designed to meet students' interests within each option. Many of the faculty members specialize as well, carrying a full course load in the TCOM department and in a particular option. Students who minor in TCOM must take the three pre-TCOM classes, then choose six hours of TCOM electives.

After their option classes are complete, students are required to take Media Law and Policy and Social Responsibility, a capstone class designed to raise students' awareness of the moral and ethical challenges they may face in the workplace. All of these classes, together with university general studies and a four-semester foreign language requirement, form the BA in Telecommunications (Bulletin, 1998). With this system, Ball State University's Department of Telecommunications has been developing well-prepared students for careers in the broadcast media.

The pre-TCOM curriculum exposes students to the history, evolution, and changing technology of mass media. It gives students a common ground and provides for them a basic understanding of the media industries at large.

The options system creates niches for students. It advocates the development of skills in one particular area and allows the students to get a precise sense of a particular aspect of the business. The system helps students to develop a basic knowledge of their option, thus making them extremely marketable immediately following their educational experience.

TCOM, however, must be aware of the changing needs of its students. Parents and students alike expect higher education to result in a career, thus justifying the cost of higher education. Students come to a university with occupational goals in mind; these goals often prompt the student to choose a particular major (or in this case option).

TCOM students, once involved in the program, demand hands-on opportunities as a way to fully prepare for a work environment. Naturally, a university program is as intense as the student makes it for him/herself. Therefore, it is the responsibility of TCOM to provide as many opportunities for creative curriculum ideas as possible. In this age of information technology, TCOM should adapt to the impact of globalization and converging media. It should maintain a curriculum rooted in liberal arts, but emphasize new media and prepare its students for the rigors of the emerging fields of mass media and communication technologies.

It is important to remember that not every student fits into one of the present options. While students must take responsibility for their educational experience, it should be the mission of the department to give every student comparable, quality instruction. TCOM should develop a new curriculum around student needs, retaining the idea that a student's input is key in developing a sense of ownership. This will result in more interested, committed students.

The idea of curriculum reform is not new to the TCOM department. With every new faculty member that is brought on, classes are updated based on his/her particular area of emphasis (J. Misiewicz, personal communication, September 11, 1998). Often special classes

are created as TCOM electives, thus leaving students with the same kind and number of required classes, just more choices for electives. With new curriculum, not only could students develop areas outside their concentration, but explore topics that might not have been parts of the curriculum in the past.

The purpose of this project is to propose a new curriculum for the Ball State University Department of Telecommunications. This new curriculum maintains the options system, but allows for more inter-option movement. It proposes two new options, Media Studies and Audio Production, while retaining News and Sales/Management, and changing the Production option to Visual Production. The curriculum suggests new classes that expose students to new communications technology and business aspects of telecommunications. In support of this proposal, this study reviews programs of schools participating in the Mid-American Conference (MAC), of which Ball State University is a member. To further support the curriculum modifications, a survey was conducted of senior-level students in the department. By asking questions about their feelings concerning the university, the department, and their classes, the survey provided information on the students' desires for more specific options, more inter-option movement and their overall satisfaction with the department.

**Review of Mid-American
Conference Programs
In Similar Areas**

Review of MAC Programs in Similar Areas

Most of the schools in the MAC Conference take the general broadcasting degree approach. For the University of Akron (1998), the students are required to choose classes from particular groups. For higher-level courses, the students have a greater number of choices. Toledo's program (1998) is more restricted, allowing students to choose from a fewer number of courses in only four groups. All of these are variations of the options system as implemented at Ball State. However, only Ohio requires students to select a specific option like Ball State.

According to the programs reviewed, many of the classes offered at the schools are similar. All the schools reviewed have a "core," a group of classes every major was required to take. Then, the student has an opportunity to choose a video production course, an audio production course, a film theory course, et cetera, thus creating a 30-45 hour major in programs deemed "telecommunications," "broadcasting and cinematic arts," "electronic media," or simply "broadcasting." If the names of the programs reflect a difference in content, it is not apparent through a study of the curricula (Akron, Central Michigan, Bowling Green, Ohio, Toledo, Bulletin, 1998).

As shown in the course catalog, much of Ohio University's curriculum (1998) is based on modern media concerns. Its system allows students to choose from more options and classes than Ball State, and it includes courses like Women In Mass Media. Also, the increased number of classes provides students with a more specific hands-on background for their particular option.

It should be noted that both Ball State and Ohio are the exceptions among MAC Conference schools. Although most schools offer choices, they do not offer specific options or emphasis areas. Ohio also seems to be the most progressive, offering classes in computer

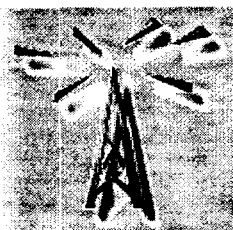
animation, screenwriting and politics in the media (Central Michigan, University of Toledo, University of Akron, Ohio, 1998).

University of Akron

Mass Media Area



Majors: Electronic Media and News



Electronic Media - 46 credits

Core (grade of C or better required) - 10 credits

- 7600:102 Survey of Mass Communication - 3 credits
- 7600:115 Survey of Communication Theory - 3 credits
 - 7600:200 Careers in Communication - 1 credit
 - 7600:384 Communication Research - 3 credits

Required Electronic Media Courses - 12 credits

- 7600:280 Media Production Techniques - 3 credits
- 7600:387 Radio and Television Writing - 3 credits
- 7600:388 History and Structure of Broadcasting - 3 credits
 - 7600:484 Regulations in Mass Media - 3 credits

And choose one course - 3 credits

- 7600:282 Radio Production - 3 credits
- 7600:283 Television Production - 3 credits
- 7600:362 Video Camera and Recording - 3 credits
- 7600:368 Basic Audio and Video Editing - 3 credits

And choose five courses - 15 credits

- 7600:270 Voice Training for Media - 3 credits
 - 7600:282 Radio Production - 3 credits
 - 7600:283 Television Production - 3 credits
 - 7600:302 Broadcast Newswriting - 3 credits
- 7600:362 Video Camera and Recording - 3 credits
- 7600:368 Basic Audio and Video Editing - 3 credits
- 7600:375 Communication Technology and Change - 3 credits
 - 7600:383 Advanced Television Production - 3 credits
- 7600:395 Radio Station Programming and Operations - 3 credits
- 7600:396 Television Station Programming and Operations - 3 credits
 - 7600:462 Advanced Media Writing - 3 credits
- 7600:468 Advanced Audio and Video Editing - 3 credits
- 7600:486 Broadcast Sales and Management - 3 credits
- 7600:493 Electronic Media Production - 3 credits

School of Communication Electives - 6 credits

Any other classes in the School of Communication (7600)



News - 46 credits

Core (grade of C or better required) - 10 credits

- **7600:102** Survey of Mass Communication - 3 credits
- **7600:115** Survey of Communication Theory - 3 credits
 - **7600:200** Careers in Communication - 1 credit
 - **7600:384** Communication Research - 3 credits

Required News Courses - 12 credits

- **7600: 201** Newswriting - 3 credits
- **7600:206** Feature Writing - 3 credits
- **7600:301** Advanced Newswriting - 3 credits
- **7600:484** Regulations in Media - 3 credits

And choose one course - 3 credits

- **7600:302** Broadcast News Writing - 3 credits
- **7600:306** Magazine Writing - 3 credits

And choose two courses - 6 credits

- **7600:282** Radio Production - 3 credits
- **7600:283** Television Production - 3 credits
 - **7600:304** Editing - 3 credits
- **7600:307** Commercial Electronic Publishing - 3 credits

And choose one course - 3 credits

- **7600:410** Journalism Management - 3 credits
- **7600:486** Broadcast Sales and Management - 3 credits

School of Communication Electives - 12 credits

Any other classes in the School of Communication (7600)

Course Descriptions

7600: 102 Survey of Mass Communication - 3 credits

Considers entire field of contemporary American mass communication. Presents and explains functions of agencies through which news, views and entertainment reach the general public.

7600: 115 Survey of Communication Theory - 3 credits

Presents models of major forms of speech communication and discusses elements of models, their interaction and their function in the human communication system.

7600: 200 Careers in Communication - 1 credit

A survey of career opportunities in the communication field. Outside speakers; field trips. (credit/noncredit)

7600: 201 Newswriting - 3 credits

Prerequisite: ability to type. Writing of news stories; applying theory through discussions, illustrative material; actual writing for publication.

7600: 206 Feature Writing - 3 credits

Prerequisite: 7600:201. Short newspaper and magazine articles, preparation of articles for publication, human interest situations, extensive writing with class discussion.

7600: 270 Voice Training for Media - 3 credits

Safe and effective uses of the vocal instrument in its specific application to radio, television and films.

7600: 280 Media Production Techniques - 3 credits

Introduction to production techniques used in mass communication, covers sound, image, lighting, fundamentals of conveying messages on slide, film and video.

7600: 282 Radio Production - 3 credits

Study of radio production techniques and the functional operation of AM and FM radio stations. Includes practical production experience in studio.

7600: 283 Television Production - 3 credits

Prerequisite: 7600:280. Function, structure and influence of television as a communication medium with practical production experience in studio.

7600: 301 Advanced News Writing - 3 credits

Prerequisite: 7600:201. Advanced course in writing and editing news, features and analysis for print media. Behavioral approach to communication of information and ideas.

7600: 302 Broadcast News Writing - 3 credits

Prerequisite: 7600:201 and 280. The course is designed to teach students how to write, prepare, and deliver broadcast news copy for radio and television.

7600: 304 Editing - 3 credits

Prerequisite: 7600:201. Copyreading, headline writing, proofreading, makeup, type and typography, printing machines and processes, newspaper methods and systems.

7600: 306 Magazine Writing - 3 credits

Prerequisite: 7600:201 and 206. An advanced writing course designed to develop the specialized researching, reporting, and writing skills in consumer and specialized business magazines today.

7600: 307 Commercial Electronic Publishing - 3 credits

Prerequisite: 7600:201. Explore basic principles of magazine publishing in its broad definition layout, type and typography, print production of magazines.

7600: 362 Video Camera and Recording - 3 credits

Prerequisite: 7600:280. Principles of electronic image recording; studio and field camera operation; studio and field location lighting practice.

7600: 368 Basic Audio and Video Editing - 3 credits

Prerequisite: 7600:280. Basic audio and video editing theory and practice. Introduction to A/B roll and computerized editing systems.

7600: 375 Communication Technology and Change - 3 credits

Prerequisite: 7600:102 or permission. Study of technological innovation and change in electronic media. Evaluation of communication policy issues and the impact of technological change on consumers and industries.

7600: 383 Advanced Television Production - 3 credits

Prerequisite: 7600:283 and permission. Television production operations in a studio environment. Practice producing and directing. Studio equipment operation. Lab fee.

7600: 384 Communication Research - 3 credits

Prerequisite: 7600:102 and 115. Fundamental concepts and methods of survey research, and the application and interpretation of survey data in communication and media operations.

7600: 387 Radio and TV Writing - 3 credits

Practical application of script writing principles and techniques used in writing scripts for commercials, announcements, comedy/drama, news and documentaries.

7600: 388 History and Structure of Broadcasting - 3 credits

Growth of broadcasting in America; historical evolution of approaches to programming, news and financing of broadcasting operations.

7600: 395 Radio Station Programming and Operations - 3 credits

History and development of radio programming from early formation to present; nature, structure and function of educational and commercial radio broadcasting.

7600: 396 Television Station Programming and Operations - 3 credits

Examines the operations and programming processes of a broadcast station; programming philosophies broadcast schedules, feature and syndication acquisition, local productions, issues of staffing and funding.

7600: 410 Journalism Management - 3 credits

This course is designed to educate students in the management of journalistic operations, including the magazine and newspaper industries.

7600: 462 Advanced Media Writing - 3 credits

Prerequisite: 7600:201, 280. Analysis of production problems and design and their effect on writing scripts for electronic production.

7600: 468 Advanced Audio and Video Editing - 3 credits

Prerequisite: 7600:280, 368. Advanced computerized multitrack audio and video editing. Theory and practice of multi-track sound mix for video productions.

7600: 484 Regulations in Mass Media - 3 credits

Concentration on government regulations and self-regulatory bodies in broadcasting, film and print media.

7600: 486 Broadcast Sales and Management - 3 credits

Prerequisite: 7600:384. Using simulation and case history techniques, this course examines the sales and decision-making processes of a broadcast station.

7600: 493 Electronic Media Production - 3 credits

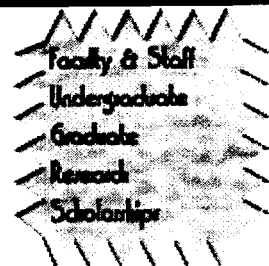
Prerequisite: permission. Practical application of writing, directing, management, recording, and editing skills in problems in electronic media production.



Central Michigan University

on the air...

in class...



connect...

get involved...

home...

broadcast & cinematic arts

central michigan university

Undergraduate Studies

Why Study Broadcast and Cinematic Arts?

(from the University bulletin)

Through classroom, laboratory and cocurricular experiences, the study of broadcast and cinematic arts offers students the opportunity to investigate the electronic and filmic mass media which so widely impact their professional and private lives. In addition to imparting career training, BCA classes provide the background and analytical skills needed by all educated people to understand the aesthetic and cultural impact on society of traditional and evolving media.

Broadcast and Cinematic Arts at CMU

The Department of Broadcast and Cinematic Arts offers both theoretical and applied courses in electronic media production, performance, advertising, programming, sales, promotion, management, electronic journalism, and film criticism. These classes prepare students for a wide variety of challenging and stimulating careers in telecommunications companies, advertising or public relations agencies, and related mass media industries. A separate curricular track is available to prepare students to teach media studies at the secondary school level.

As early as possible, a student seeking to major or minor in the department should consult the chairperson in order to be assigned a faculty adviser who will aid in curricular planning and authorization. Specific program requirements are listed below. It is expected that each BCA majors and minors will be involved every semester in one or more of the departmental cocurricular activities. These include WMHW-FM, Moore Hall TV and "News Central." Participation is also encouraged in the National Broadcasting Society/Alpha Epsilon Rho, and the Radio and Television News Directors Association.

Back to the top

Major/Minor Qualification Requirements

In order to sign a major or minor in the Department of Broadcast and Cinematic Arts a student must first meet with an assigned adviser and provide written evidence that the following requirements have been met.

I. Grade Point Average (g.p.a.):

A. Prior to applying for admission as a major or minor, a student must have completed 45 semester hours of university work with an overall g.p.a. of 2.25. These 45 hours must include BCA 210 with a minimum grade of C.

B. BCA majors and minors are required to earn a minimum grade of C in each BCA core curriculum course.

C. A minimum 2.7 g.p.a. must be earned in all teaching majors or minors.

II. Written English Competency:

Any student wishing to major or minor in BCA must score in at least the 85th percentile group on the university required Written English Competency Examination (CLEP) or make a minimum grade of B in English 101. Students not obtaining a minimum grade of B in ENG 101 must earn an average 2.5 for both ENG 101 and ENG 201, with neither grade being lower than a C. Students should be aware that this is higher than the general university competency requirement.

Students transferring English competency or English composition course credits from another institution will be expected to meet the same standards required of CMU students.

Students achieving an Advance Placement score of 4 or above will meet the BCA written English competency requirement.

III. Oral English Competency:

Any student wishing to major or minor in BCA must attain a minimum grade of B in SDA 101 or one of its accepted substitutes (SDA 302, IPC 267, IPC 269, IPC 357, TAI 170).

Students granted competency by successfully completing the Oral English Competency Examination are further required to take one of the accepted substitutes for SDA 101 and achieve a grade of at least B in order to meet BCA competency.

[Back to the top](#)

Major

Broadcast and Cinematic Arts Major: B.A., B.A.A., and B.S. degrees

Required Core Courses (23 hours):

BCA 210 (4) Survey of the Mass Media
BCA 222 (3) Audio Production
BCA 223 (3) Video Production
BCA 310 (3) Broadcast History and New Media Technology
BCA 311 (3) Broadcast and Cable Copywriting
BCA 499 (1) Senior Seminar
BCA 503 (3) Critiquing Mass Media
BCA 510 (3) Broadcast and Cable Law

Electives (12 hours):

12 additional hours of BCA course work to be selected in consultation with an adviser. Six of these 12 hours must be at the 400 or 500 level. BCA 490 and BCA 529 do not fulfill this 400-500 requirement. The B.F.A. degree entails several additional requirements.

Students following the B.A.A. degree:

Three hours of electives from ART or MUS are also required and these three hours may not be used to satisfy University Program requirements.

Total: 35 semester hours

Notes: The minimum requirement for a major is 35 hours. BCA 288 and 300 do not count toward this minimum. BCA majors and minors are required to earn a minimum grade of C in each core course required in the curriculum. At least 15 hours of coursework in the major must be taken at CMU. Only six hours of intern credit may count toward a major and toward graduation. Courses taken for credit/no credit do not count toward the major except for BCA 329A and BCA 329B.

BCA students who possess a significant background in one or more of the fine arts may be eligible to pursue a Bachelor of Fine Arts. This special program consists of BCA major of 45 hours and a support program of 25 hours of fine arts electives. Interested students should consult the department's B.F.A. faculty adviser for more specific information and to apply for entry into this program.

[Back to the top](#)

Minors

Broadcast and Cinematic Arts Minor: B.A., B.A.A., B.F.A., B.S. degrees

Required Core Courses (17 hours):

BCA 210 (4) Survey of the Mass Media
BCA 222 (3) Audio Production
BCA 223 (3) Video Production
BCA 311 (3) Broadcast and Cable Copywriting
BCA 499 (1) Senior Seminar
BCA 503 (3) Critiquing Mass Media

Electives (5 hours): Minimum of 5 additional hours of BCA coursework to be

selected in consultation with an adviser. BCA 288 and 300 do not count toward this minimum.

Notes: At least 9 hours of coursework in the minor must be taken at CMU. Only three hours of intern credit may count towards the minor. Courses taken for credit/no credit do not count toward the minor, except for BCA 329A and 329B.

Total: 22 semester hours

Back to the top

Broadcast and Cinematic Arts Minor: Available on B.S. in B.A. degree only

Required Core Courses (20 hours):

BCA 210 (4) Survey of the Mass Media
BCA 222 (3) Audio Production
BCA 223 (3) Video Production
BCA 499 (1) Senior Seminar
BCA 510 (3) Broadcast and Cable Law
BCA 516 (3) Broadcast and Cable Management OR
BCA 519 (3) Electronic Media Programming
IPC 264 (3) Organizational Communication OR
IPC 353 (3) Communication in Small Groups

Electives (2 hours): Minimum of two additional hours of BCA coursework to be selected in consultation with an adviser. BCA 288 and 300 do not count toward this minimum.

Notes: At least 9 hours of coursework in the minor must be taken at CMU. Only three hours of intern credit may count towards the minor. Courses taken for credit/no credit do not count toward the minor, except for BCA 329A and 329B.

Total: 22 semester hours

Back to the top

Programs for Speech Teaching Certification with broadcasting focus (B.S. in Ed. degree).

The following is offered in cooperation with the Department of Speech Communication and Dramatic Arts and is advised by faculty in the Department of Broadcast and Cinematic Arts.

Secondary Teaching:

Major with Speech Teaching Certification: IPC 251 (3), IPC 267 (3), TAI 182(3), SDA 492 (4), SDA 493 (1).

One of the following: TAI 170 (3), TAI 177 (4), or IPC 353 (3).

The following BCA courses: BCA 210 (4), BCA 222 (3), BCA 223 (3), BCA 311 (3), BCA 499 (1) BCA 503 (3), BCA 510 (3); Plus seven additional hours in BCA courses.

The minimum requirement for this major is 44 hours. BCA 288 and 300 do not count toward this minimum.

Secondary Education majors must have completed at least 33 hours of the major program, including SDA 492 and SDA 493, prior to being approved for student teaching.

Back to the top

The information above is taken from CMU's 1998-99 Undergraduate Bulletin.

[Home](#) | [In Class](#) | [On-the-Air](#) | [Get Involved](#) | [Connect](#) | [Discussion](#) | [CMU Home](#) | [CCFA](#)
e-mail the [webmaster](#)

This page last updated or reviewed Wednesday, December 09, 1998

Central Michigan University, an AA/EQ institution,
is strongly and actively committed
to increasing diversity within its community.

URL: <http://www.bca.cmich.edu>
Copyright © 1998, 1999
Central Michigan University
Mount Pleasant, Mich. 48859
USA

Bowling Green University



Follow the links for more information about a particular course

TCOM 103. Introduction to Mass Communications (3) Fall, Spring, Summer. Survey of broadcasting and other mass media; mass communication media and effects; role and influence of radio, television, film, print media, advertising and public relations. No credit for both JOUR 100 and TCOM 103. Open to nonmajors.

TCOM 250. Radio and Television Production for Non-TCOM Majors (3) Fall, Spring. Basic theories and tasks of audio and video production including scripting, technical quality and aesthetics. In-studio experience in radio and television operation. Laboratory hours. No prerequisites. Not open to TCOM majors.

TCOM 255. International Telecommunication Systems (3) Spring, Summer. Survey of telecommunication systems worldwide.

Comparison of technical bases, economics, politics, programming, regulation and audience research. No prerequisites. Intended for majors.

TCOM 260. Writing for the Electronic Media (3) Fall, Spring, Summer on demand. Writing for broadcasting and other electronic media; creating scripts with visual and aural appeal; conveying messages in clear, economical, simple style that communicate to mass audiences. Prerequisites: Completion of at least 30 semester hours of general education requirements including ENG 112, TCOM 103 and TCOM 255 with overall GPA of 2.5 before admittance to TCOM 260; C or better in TCOM 103 and 255. Application for course available in 322 West Hall. Reserved for pre-TCOM majors; nonmajors MUST have departmental permission.

TCOM 262. Radio Announcing and Production (3) Fall, Spring on demand. Style and basic principles and practices of announcing; theories and processes of audio production. Laboratory hours. Lab fee. Prerequisite: TCOM 260.

TCOM 263. Video I (3) Spring, Fall on demand. Basic theories and tasks of video production, including scripting, organization and aesthetics. In-studio experience in equipment operation, program directing. Laboratory hours. Lab fee. Prerequisite: TCOM 260. Nonmajors by permission of instructor.

TCOM 270. Topics in Minorities and Film/Video (3) On demand. Portrayal and/or participation of minorities in film and video. Topic varies. No prerequisite.

TCOM 350. Scriptwriting (3) Spring. Study and practice of writing for radio, television, film; treatment, format, audience requirements, production techniques. Prerequisite: TCOM 260, nonmajors with permission of instructor.

TCOM 360. Applied Research in Telecommunication (3) Fall, Spring, Summer. Overview of approaches to social research; survey methods, including sampling, measurement, interviewing, questionnaire design and presentation of results; content analysis; ratings; and interpretation of elementary descriptive statistics.

TCOM 364. Video II (3) Fall. Theories and processes of producing and directing video programs, including scripting, visualization, personnel management and budgeting. Includes multi-camera and single-camera productions, video editing techniques. Laboratory hours. Prerequisite: TCOM 263 or equivalent experience.

TCOM 365. Broadcast History (3) Fall. Current U.S. broadcasting with view of antecedents in regulations, economics, programs, audiences, stations, networks, technology and employment. Prerequisite: eight hours of TCOM.

TCOM 366. Media Effects (3) Fall, Spring, Summer. Theories and research studies of media effects. Critical examination of opposing viewpoints.

TCOM 368. Radio Workshop (1) Fall, Spring, Summer. Development of program ideas through all stages of planning, writing, directing and selling. Individual program projects for possible use on WBGU or WFAL. May be repeated to three hours. Prerequisite: TCOM 262.

TCOM 395. Workshop on Current Topics (1-3) On demand. Intensive educational experience on selected topics. Typically, an

all-day or similar concentrated format. Requirements usually completed within time format. May be repeated if topics differ, on approval of adviser.

TCOM 441. Broadcast Computer Applications (3) On demand. Microcomputer-based software applications for radio and television stations. Prepares majors to function in the PC-based job environment. Prerequisite: TCOM 260 or consent of instructor.

TCOM 451. New Electronic Media (3) Fall, Spring, Summer on demand. New, existing and future telecommunications technologies affecting broadcast and media industries with emphasis on World Wide Web, internet and related multimedia technologies. Prerequisite: TCOM 260.

TCOM 455. Electronic Media Management (3) Spring. Function, organizational structure and procedures involved in the operation of electronic media companies and broadcast stations. Prerequisite: TCOM 260.

TCOM 460. Telecommunication Policy and Regulation (3) Fall, Spring. Theoretical approach to key policies and regulations shaping activities in the telecommunications sector. Applied study of regulatory issues in broadcasting, cable and telephony. Prerequisite: TCOM 260.

TCOM 462. Radio Programming (3) On demand. Modern radio program formats in the United States. Prerequisite: TCOM 260.

TCOM 463. Television Programming (3) Fall. Structure and appealing characteristics of television and cable programs. Prerequisite: TCOM 260.

TCOM 466. Television and Film Criticism (3) On demand. Historical development of theatrical, documentary and avant-garde films and video. Function, content and style of film and television criticism.

TCOM 468. Video III (3) Spring. Production of dramatic and public affairs television programs. Writing, producing and directing emphasized. May be repeated once. Prerequisite: TCOM 364 or equivalent experience.

TCOM 469. Seminar: Contemporary Aspects of Telecommunications (1-3) On demand. Investigation and analysis of area in telecommunications. Various topics of current concern. May be repeated with permission of adviser to six hours. Topics include: Sports Broadcasting, Multimedia Production, Emerging Technologies and Culture, and Information Technology and Privacy.

TCOM 489. Internship in Telecommunications (1-6) Fall, Spring, Summer. Supervised field experience in electronic communication. Student must arrange for experience with approval of intern supervisor in advance of registration. May be repeated up to six hours. Limited to TCOM majors. Prerequisite: 2.5 overall GPA. Graded S/U.

TCOM 490. Problems in Telecommunications (1-3) Fall, Spring, Summer. For advanced student who wishes to do intensive study in radio, television or film, independently or in conjunction with courses regularly offered. May be repeated. Prerequisite: consent of department.



Ohio University



Undergraduate Telecommunications Course Offerings

Jump List

<u>TCOM 105</u>	<u>TCOM 322</u>	<u>TCOM 415</u>	<u>TCOM 464</u>
<u>TCOM 121</u>	<u>TCOM 323</u>	<u>TCOM 418</u>	<u>TCOM 465</u>
<u>TCOM 170</u>	<u>TCOM 331</u>	<u>TCOM 419</u>	<u>TCOM 475</u>
<u>TCOM 200A</u>	<u>TCOM 355</u>	<u>TCOM 421</u>	<u>TCOM 479</u>
<u>TCOM 200B</u>	<u>TCOM 360</u>	<u>TCOM 430</u>	<u>TCOM 481</u>
<u>TCOM 200C</u>	<u>TCOM 367</u>	<u>TCOM 431</u>	<u>TCOM 482</u>
<u>TCOM 206</u>	<u>TCOM 370</u>	<u>TCOM 432</u>	<u>TCOM 485</u>
<u>TCOM 223</u>	<u>TCOM 371</u>	<u>TCOM 440</u>	<u>TCOM 486</u>
<u>TCOM 308</u>	<u>TCOM 384</u>	<u>TCOM 452</u>	<u>TCOM 490</u>
<u>TCOM 313</u>	<u>TCOM 390</u>	<u>TCOM 453</u>	<u>TCOM 497</u>
<u>TCOM 317</u>	<u>TCOM 391</u>	<u>TCOM 454</u>	<u>TCOM 498</u>
<u>TCOM 318</u>	<u>TCOM 405</u>	<u>TCOM 459</u>	<u>TCOM 499</u>
<u>TCOM 319</u>	<u>TCOM 413</u>	<u>TCOM 461</u>	
<u>TCOM 320</u>	<u>TCOM 414</u>	<u>TCOM 463</u>	

TCOM 105 Introduction to Mass Communication (4)

All forms of mass communication including newspapers, magazines, radio-television, book publishing, public relations, advertising, and photojournalism. Begins with analysis of communication process and ends with media career opportunities.

TCOM 121 Radio Performance (2)

Responsibilities and skills required of radio performer; practice in performance techniques for radio. 4 lab.

TCOM 170 Media Perspectives (4)

Studies role of electronic mass media in American popular culture through examination of uses, forms, themes, and implicit values. Combines lecture, discussion, and analysis of personal media uses.

TCOM 200A Telecommunications Writing and Production Planning (4)

Introduction to nondramatic script writing in telecommunications. Examination of elements of preproduction preparation.

TCOM 200B Audio Production (4)

Prereq: C or better in 200A

Introduction to basic audio theory and production skills, including console operation, editing, and mixing. 2 lec, 4 lab.

TCOM 200C Video Production (4)

Prereq: C or better in 200A

Introduction to basic video production skills and aesthetics. 2 lec, 4 lab.

TCOM 206 Professional Options in Telecommunications (4)

Prereq: 200A

A survey of telecommunications fields. Analysis of staffing and employment patterns in the electronic media, skills assessment, and ethical issues. Emphasis on program of study and career planning.

TCOM 223 Computer Animation I (4)

Basic elements of video application of computer technology. Beginning graphics and animation.

NOTE: Regardless of your major, you must complete TCOM 170, 200A, and 206 in addition to any stated prerequisites before you will be allowed to enroll in TCOM courses above the 300 level.

TCOM 308 Technical Basis of Telecommunications (4)

Electronic principles of reproduction and transmission of sounds and images; functions of audio and video equipment.

TCOM 313 Audio Field Production (4)

Prereq: 200B

Location audio production techniques, including planning, acoustics, live mixing, interviewing, and feature production.

TCOM 317 TV Studio Operations (2)

Prereq: 200C

Practical video studio experience as a member of production crew of magazine show or Athens Video Works programs.

TCOM 318 Video Production II (4)

Prereq: 317, jr.

Multicamera producing and directing. Lab experience in production of original studio programming.

TCOM 319 Video Production III (4)

Prereq: 308, 318, and perm.

Producing and directing of original video productions using single-camera, "film style" technique. Includes all phases of production process from concept to post production.

TCOM 320 Television Lighting and Staging (4)

Prereq: jr.

Tools and techniques for effective television lighting and set design and use. Experience in use of lighting plots, scrims and flags, gels, meters, waveform monitors, and vectorscopes. Construction of simple set pieces.

TCOM 322 Television Performance (4)

Prereq: 200C

Advanced exercises in television performance. Assignments include hosting, weathercasting, interviewing, newscasting, and demonstrating.

TCOM 323 Computer Animation II (4)

Prereq: 223

Advanced animation and computerized graphic design for video.

TCOM 331 Telecommunications Writing (4)

Writing a variety of short form broadcast formats, including radio and television features, talk show, documentaries, and instructional programs.

TCOM 355 Broadcast and Cable Programming (4)

Prereq: jr.

Broadcast and cable programming principles and practices; analysis and evaluation of programs and program formats.

TCOM 360 Telecommunications Management (4)

Prereq: 355

Intensive overview of bases of telecommunications management; includes concepts relating management theory, personal motivation, organizational communication, and management's relationship to various aspects of organizational operation.

TCOM 367 World Broadcasting (4)

Prereq: jr.

Analysis of national telecommunications systems in terms of relevant political, social, economic, and cultural factors.

TCOM 370 Mass Communication Theories (4)

Prereq: jr.

Readings course surveying literature in mass communication theory. Special emphasis on telecommunications.

TCOM 371 Effects of Mass Communications (4)

Prereq: jr and 370

Readings course designed to acquaint students with major areas of experimental research in individual and social effects of mass media.

TCOM 384 Media Criticism (4)

Prereq: jr.

Survey of contemporary methods of critical analysis as applied to television. Screenings include television programs of past, present, avant garde, mainstream.

TCOM 390 On-Campus Practicum (1)

Prereq: TCOM major

Practical experience in Ohio University telecommunications facilities, including the All Campus radio Network, Athens Video Works, and the Telecommunications Center training program.

TCOM 391 Off-Campus Practicum (1)

Prereq: TCOM major

Practical experience in off-campus media facilities. May be taken during quarter breaks or in summer. Students are required to submit a proposal and work at least 40 hours.

TCOM 405 Research Internship (1-9)

Prereq: perm.

Opportunity for student to implement and complete major research study under supervision.

TCOM 413 Studio Audio Production I (4)

Prereq: 200B, 203, jr.

Advanced studio production techniques for audio, with introduction to analog and digital multitrack recording. Operational aspects of recording studios including typical equipment set-ups, ancillary equipment maintenance. Aesthetic topics as they relate to media, music, and dramatic production.

TCOM 414 Studio Audio Production II (3)

Prereq: 413 and perm.

Introduction to desktop audio production using Digidesign's Pro Tools hard disk recording system. Study of the operational aspects of the Macintosh computer platform.. Music, media, and audio post-production for video will be covered.

TCOM 415 Studio Audio Production III (4)

Prereq: 414 and perm.

Laboratory experience in advanced audio for video incorporating AMPTE synchronization, multitrack recording, and New England Digital's Synclavier music system.

TCOM 418 Producing for Video (4)

Prereq: 318

Developing programs for commercial, public, and corporate television. Covers program research, development, and testing of program concepts, and the production process.

TCOM 419 Video Production III B (4)

Prereq: 318

Special projects in dramatic production for visual media.

TCOM 421 Nonbroadcast Video Systems (4)

Prereq: 200C, jr.

Study of use and management of telecommunications media in corporate, industrial, medical, educational, military, governmental, and public service institutions.

TCOM 430 Script Analysis (4)

Prereq: jr.

Analysis of narrative media scripts, programs, and films with special concentration on their construction, audience response, and factors in effectiveness.

TCOM 431 Screenwriting for Film and Television (4)

Prereq: jr.

Writing and critique of form, structure, and presentation of dramatic program, series, and films.

TCOM 432 Advanced Screenwriting for Film and Television (4)

Prereq: perm.

Advanced writing course in which the experienced student creates substantive scripts.

TCOM 440 Public Telecommunication (4)

Prereq: sr.

Historical development, current status, and challenges to public broadcasting.

TCOM 452 Electronic Newsgathering (4)

Prereq: jr.

An introduction to the theory and practice of producing remote packages for television news. Students work as videographers and editors for a live, student-produced newscast carried on a local cable channel.

TCOM 453 Telecommunications Law and Regulations (4)

Prereq: jr.

Socio-political control of telecommunications; effects of law and regulations upon telecommunications policy and operation.

TCOM 454 Personal Values in Telecommunications (4)

Prereq: jr.

Explores the nature of personal values and surveys the values that have shaped and are shaping American culture. Examines the role of the individual within media institutions and media within American culture.

TCOM 459 Audience Research (4)

Prereq: jr.

Various methods, techniques, and applications of audience study in broadcasting and cable; includes study of current rating services.

TCOM 461 Telecommunications Financial Management (4)

Prereq: 360 and MGT sequence

Consideration of fiscal problems in operation of radio, television, and cable industries, with special emphasis on economics and financial policies.

TCOM 463 New Technology (4)

Prereq: sr.

Examination of emerging technologies of telecommunications, their origins, audiences, regulations, interrelations with other media, and specific applications.

TCOM 464 Cable Communication (4)

Prereq: sr.

Critical examination of cable industry, including technical aspects; franchising; programming; local, state, and federal regulation; public interest service; and cable overseas.

TCOM 465 Satellite Communications (4)

Prereq: sr.

Role of satellites in global communications from historical, technical, regulatory, economic, political, and programmatic perspectives.

TCOM 475 Politics and the Electronic Media (4)

Prereq: jr.

Examines role of electronic media in election campaigns through study of campaign strategy, polling, commercial advertising, and news coverage.

TCOM 479 History of Broadcasting (4)

Prereq: jr.

Development of telecommunications industry from its origins to the present.

TCOM 481 Women in Media (4)

Prereq: jr.

Examines presentation of women in media through experiential exploration of individual attitudes and values with respect to culture, sexism, and content analysis of media.

TCOM 482 Documentary Genres (4)

Prereq: jr.

Explores the various genres of documentary video and film with a particular emphasis on television documentary and recent video works. Deals with such topics as historical development, factuality and truthfulness, objectivity, and ethics. Assignments and discussion are based on an extensive schedule of screenings.

TCOM 485 Athens Video Works (1-4)

Prereq: perm.

Colloquium for producers, directors, and managers in Athens Video Works.

TCOM 486 Colloquium in Telecommunications (1-5)

Prereq: perm.

Intensive study of special topics in field of telecommunications.

TCOM 490 Internship in Telecommunications (8)

Prereq: perm.

Telecommunications experience under auspices of cooperating organization, with paper and journal submitted detailing intern's experiences. Only 4 hours can be used to satisfy TCOM electives.

TCOM 497 Independent Production Projects (1-4, max 12)

Prereq: perm. and written proposal

Independent projects in audio and video production.

TCOM 498 Special Problems (1-4, max 12)

Prereq: written proposal and perm.

TCOM 499 Independent Readings in Telecommunications (1-4, max 12)

Prereq: written proposal and perm.

Site Highlights



[Site Map](#)



[Undergrad TCOM Class Central](#)



[College of Communication Home](#)

NEW

[What's New?](#)



[Grad TCOM Class Central](#)



[Ohio University Front Door](#)



[O.U. School of TCOM Home](#)

<http://www-tcomschl.commcoll.ohiou.edu/academic/ugcourses.htm>

Problems, questions, or comments may be e-mailed to George Korn at korn@oak.cats.ohiou.edu.
This page was designed by Kristi Fogt, former O.U. School of Telecommunications Webmaster.

Last Updated 6-6-97

University of Toledo

COURSE DESCRIPTIONS

Course Descriptions as of Fall 1997

COMM - COMMUNICATION

COMM - 1010 COMM PRINCIPLES AND PRACTICES [3 hours] An introductory course that provides instruction and practice in human communication including interpersonal communication, group discussion, public speaking and mass communication.

COMM - 2000 MASS COMMUNICATION AND SOCIETY [3 hours] Overview of the media of mass communication, which considers social, economic, and intellectual impact on American culture and democracy. Exploration of various mass media and their methods of shaping public perceptions.

COMM - 2100 NEWS WRITING [4 hours] Theory and practice of news writing as journalistic discourse. Emphasis on news style and values, story structure, types of stories. Ethics, taste and rudiments of law integrated throughout. Prerequisite: 30 hours, Type 20 wpm, pass gram/sp/punc/tst, 2.5 GPA

COMM - 2120 INFORMATION GATHERING AND REPORTING METHODS [4 hours] Introduction to methodology of inquiry using primary sources, critical thinking skills, fact discrimination, interviewing, listening skills, data collection including electronic methods. Writing of originally researched stories for newspaper organizations. (Comm. 2400 recommended) Prerequisite: COMM 2100

COMM - 2150 EDITING AND GRAPHICS [4 hours] Introduction to Writing, Editing, Design approach in editing newspapers, newsletters, electronic and similar publications. Fundamentals of desktop publishing, copy editing, headline writing, typography, layout, design, use of photos, illustrations. Prerequisite: COMM 2100

COMM - 2210 RADIO PRODUCTION AND PROGRAMMING [4 hours] Basic principles of production and programming including training and development in basic performance areas. A study of contemporary station programming theories and techniques. Includes individual weekly lab requirement.

COMM - 2220 BASIC TELEVISION STUDIO OPERATION [4 hours] Study and practice in the use of studio and control room equipment, including editing equipment. Discussion of the role of the director and producer in television production.

COMM - 2400 INTRODUCTION TO COMMUNICATION [3 hours] Introductory course for all Communication majors. Identification of primary sources that match information needs, gaining access to these sources, retrieving information and using it for responsible media decision making.

COMM - 2410 COMMUNICATION DISORDERS [3 hours] A study of causative factors and characteristics of communicative disorders in comparison to normal speech/language/hearing processes.

COMM - 2420 CLINICAL PHONETICS [3 hours] Understanding of articulatory and acoustic phonetics with emphasis on the development of transcription skills using the International Phonetic Alphabet in recording normal and disordered speech production.

COMM - 2430 ANATOMY AND PHYSIOLOGY OF SPEECH AND HEARING MECHANISM [3 hours] The study of the anatomy and physiology of the speech and hearing mechanism with relation to functioning for speech production and auditory perception.

COMM - 2440 NORMAL LANGUAGE ACQUISITION [3 hours] This course will include procedures to describe language and the developmental sequence in which it is acquired by children. Basic theories of language acquisition will be discussed. Prerequisite: COMM 2410

COMM - 2460 VOICE AND DICTION [3 hours] Course explores the characteristics of effective oral communication. Intensive study of the breathing, vocal, and articulatory mechanism is paired with oral presentations.

COMM - 2600 PUBLIC PRESENTATIONS [3 hours] Applies the principles of informative and suasyory discourse in the construction and delivery of public presentations.

COMM - 2630 VISUAL COMMUNICATION [4 hours] Instruction and laboratory experience in applying the principles of visual communication to human communication contexts including public relations releases, newsletters, direct mail, and electronic media.

COMM - 2810 ORAL INTERPRETATION OF LITERATURE [3 hours] Designed to help students read aloud with spontaneity, clarity and feeling by studying the mechanics of oral reading in relation to interpretive treatment of various genre of literature.

COMM - 2990 INDEPENDENT STUDY [1 - 4 hours] A freshman/sophomore seminar in which the student pursues a problem of special interest in communication. A prospectus must be submitted to the faculty member with whom the student will work. Prerequisite: Consent of department chair

COMM - 3150 FEATURE WRITING [4 hours] Theory and practice in writing in various kinds of discourse for newspapers, magazines and electronic publications. Writing for specialized audiences. Developing context, analysis, background and appropriate standards of evidence. Prerequisite: COMM 2120

COMM - 3180 MASS COMMUNICATION LAW [4 hours] Case studies and readings in libel, privacy, access and other legal issues arising from constitutional, judicial and administrative laws that affect mass communication. Prerequisite: COMM 2000

COMM - 3270 RADIO/TELEVISION NEWSWRITING [4 hours] Training in the skills required in the preparation, writing and editing of both radio and television news. Prerequisite: English Comp II with a C or better.

COMM - 3280 MEDIA PERFORMANCE [3 hours] A study of the principles and philosophies involved with successful broadcast communication and performance techniques. Includes laboratory projects in commercials, interviewing, news and ad-lib announcing.

COMM - 3290 MEDIA MANAGEMENT [3 hours] The study of electronic media systems from an operations perspective. Course includes: programming, marketing, production and ethical considerations. Prerequisite: COMM 2000

COMM - 3440 CLINICAL AUDIOLOGY [3 hours] The student learns to administer and interpret the comprehensive auditory battery consisting of pure-tone air conduction and bone conduction thresholds, speech reception thresholds, speech discrimination tests and acoustic emittance test battery. Prerequisite: COMM 2410, 2430; SPED 3610

COMM - 3450 ARTICULATION/PHONOLOGICAL DISORDERS [3 hours] Assessment techniques and intervention strategies for persons with disorders of the sound system of the language. Theories of phonological acquisition and etiological factors will be discussed during this course. Prerequisite: COMM 2410, 2430

COMM - 3460 COMMUNICATIVE DISORDERS: LANGUAGE [3 hours] Course includes the identification of etiologic basses and characteristics of language disorders. Assessment strategies leading to choice of intervention techniques will be discussed Prerequisite: COMM 3420

COMM - 3470 METHODS FOR CLINICAL INTERVENTION [3 hours] Teaches methods of intervention of speech, language, and hearing services in various settings. Emphasis on developing skills in report writing, structuring intervention services, and their implementation. Twenty-five hours of observation. Prerequisite: COMM 3450, 3460

COMM - 3480 BEGINNING CLINICAL PRACTICUM [2 hours] Supervised participation in structured individual or group intervention leading to the accumulation of 25 clinical hours of practicum. Prerequisite: COMM 3450, 2440

COMM - 3490 ADVANCED CLINICAL PRACTICUM I [2 hours] Students are assigned individual clients for whom they will plan an intervention program, implement the program, and evaluate the results of the intervention under faculty supervision. Prerequisite: COMM 3480

COMM - 3610 SPEECH AND PUBLICITY WRITING FOR PUBLIC RELATIONS [3 hours] Study and practice in developing speeches for others. Theory and practice of composing publicity materials using public relations standards.

COMM - 3710 PUBLIC RELATIONS [3 hours] Introduction to public relations principles, planning and methods in business government, educational institutions, community organizations, etc. Students analyze PR practices and strategies of selected clients.

COMM - 3810 GROUP COMMUNICATION [3 hours] Theory and Practice of Group Communication variables with an emphasis on problem solving approaches.

COMM - 3820 PERSUASION THEORY [4 hours] Examination of the theory and practices used in persuasive communication in public presentations, advertising, sales, and political campaigns.

COMM - 3830 BASIC PRINCIPLES OF DEBATE AND FORENSICS [4 hours] Theory and Practice in reasoned discourse; analysis, evidence, logical forms and fallacies. Problems and procedures in administering a forensic program, teaching and directing debate and individual speaking events.

COMM - 3840 INTERPERSONAL COMMUNICATION [4 hours] Review and application of interpersonal communication theory and research in a variety of one-to-one social contexts.

COMM - 3850 RESEARCH METHODS IN HUMAN COMMUNICATION [3 hours] Introduction to qualitative and quantitative methods in human communication research. Focus on evaluating and interpreting research reports in public relations and other professional settings.

COMM - 3860 CULTURE AND COMMUNICATION [4 hours] A study of the relationships between and among culture, behavior, language, and perception. Specific attention directed to selecting, using and reacting to language.

COMM - 3870 COMMUNICATION THEORY [3 hours] A review of human communication theory and research directed toward understanding and applying theory and research in various communication contexts and for various communication outcomes. Prerequisite: COMM 2400

COMM - 3880 PROFESSIONAL BUSINESS COMMUNICATION [3 hours] Developing advanced oral and written organizational communications skills. Practice in various types of business communication formats: preparing reports, persuasive messages and memos.

COMM - 4090 MASS COMMUNICATION ETHICS [4 hours] Examination of ethical problems that face the media of mass communication, and application of classical ethical theories to those problems. Prerequisite: Comm 2000

COMM - 4110 HIGH SCHOOL PUBLICATIONS [3 hours] Problems involved in the production of high school newspapers and yearbooks including approaches to design, advertising, content, news, editorials, administration and business management.

COMM - 4210 ELECTRONIC MEDIA RESEARCH [3 hours] An examination of research done for the electronic media. Included: radio and television ratings, music research and the role of consultants. Prerequisite: COMM 2000

COMM - 4220 ADVANCED TELEVISION PRODUCTION [4 hours] Advanced principles and aesthetic considerations in the production of various television programs. Includes both in-studio as well as location work. Prerequisite: COMM 2220

COMM - 4250 MASS COMMUNICATION HISTORY [4 hours] Historical consideration of the media of mass communication from colonial era to the present, with special emphasis on the role mass communication has played in the development of the nation. Prerequisite: COMM 2000

COMM - 4330 NEW TECHNOLOGIES [3 hours] The content is designed to explore the changing complexity of the communications industry from both national and international perspectives. Prerequisite: COMM 2000

COMM - 4410 ORGANIC DISORDERS OF SPEECH AND LANGUAGE [3 hours] Course provides basic information on the nature of communication disorders resulting from organic etiologies, with particular emphasis on aphasia, motor speech disorders and cleft lip palate. Prerequisite: COMM 2430, 3450

COMM - 4420 VOICE AND FLUENCY DISORDERS [3 hours] This course will present quantitative and qualitative descriptions and etiological factors related to voice and fluency disorders. Assessment and intervention strategies will be discussed. Prerequisite: COMM 2420, 2440

COMM - 4430 DIAGNOSTIC PROCEDURES IN COMMUNICATION DISORDERS [3 hours] Assessment techniques to diagnose and describe communication disorders will be presented. Included will be interview strategies, case history information, and determination of intervention techniques based upon assessment results. Prerequisite: COMM 2420, 2450

COMM - 4440 AUGMENTATIVE COMMUNICATION SYSTEMS [3 hours] Technological systems available for persons with the absence of functional speech will be described. Etiological factors, assessment and intervention procedures and hands-on experience with devices will be provided. Prerequisite: COMM 2420, 3450; Consent of instructor

COMM - 4480 ADVANCED CLINICAL PRACTICUM II [2 hours] Senior level practicum includes supervised clinical experience via off-campus placements (optional) in schools, hospitals, or nursing/ rehabilitation facility or in the on-campus Speech-Language and Learning Clinic. Prerequisite: COMM 3490

COMM - 4490 AUDIOLOGY: CLINICAL PRACTICUM [1 hour] Course includes supervised clinical practicum in administration of comprehensive audiological battery with emphasis on administration, counseling and interpretation of results. Prerequisite: COMM 3440

COMM - 4610 PUBLIC RELATIONS PRINCIPLES [3 hours] Design of public relations programs for organizations with which students have professional interests or affiliations. Advanced case study in-depth of one detailed project based on local research and consultation. Prerequisite: COMM 2000, 2100

COMM - 4620 PUBLIC RELATIONS PRACTICES [3 hours] An examination of activities, roles and functions of public relations. Research, theory, and techniques: strategic planning and management of public relations programs. Law, ethics, and professionalism are covered. Prerequisite: COMM 4610

COMM - 4810 NONVERBAL COMMUNICATION [3 hours] Survey, analysis and application of research in Nonverbal Communication variables and phenomena.

COMM - 4830 GENDER COMMUNICATION [3 hours] Gender and communication are inextricably intertwined. This course explores how gender creates and is created in relationships. Gender communication will be explored from a variety of theoretical and pragmatic perspectives.

COMM - 4900 COMMUNICATION SEMINAR [3 - 4 hours] An in-depth examination of a communication topic, problem or media event. May be writing intensive. Prerequisite: Consent of Instructor

COMM - 4910 SENIOR PORTFOLIO [1 hour] Assessment of work from at least five Communication classes. The student will develop a portfolio highlighting their work. Students will also write cover letters, resumes and graduate school applications. Prerequisite: COMM 2000, 2400. Completion of five additional communication classes. At least two from both Applied and Conceptual Communication.

COMM - 4930 FIELD STUDY [1 - 3 hours] Extended field study of community organization appropriate to student's "Interest Area." Culminates in formal report to include solution to organizational communication problem. Includes presentation of portfolio. (Alternative to Internship) Prerequisite: Consent of department chair.

COMM - 4940 COMMUNICATION INTERNSHIP [1 - 3 hours] Professional training in communication relating to newspaper work, public relations, broadcasting etc. Arrangements with the appropriate communication organization must be made in consultation with the internship director prior to enrollment. Prerequisite: Consent of department chair.

COMM - 4990 INDEPENDENT STUDY [1 - 4 hours] A seminar in which the student pursues a problem of special interest in communication. A prospectus must be submitted prior to registration to the participating faculty member. Prerequisite: Consent of department chair.

Project Design

Project Design

This project discusses the current Ball State University TCOM curriculum. Based on student surveys, curricula from similar institutions, and a personal interview, the present system needs to be adjusted. It underestimates the faculty, and does not meet the exact needs of students, thus making its graduates generalists, rather than specialists. The new curriculum was developed with particular regard to new technology and changes in the field of broadcast communications. The program does not make concessions for certain University constraints (instructor class loads, number of faculty members, University policies), but it is important to emphasize that this is an ideal program based on student research and could be used as a template for further curriculum studies.

To provide support for this curriculum proposal, a paper-based, twenty-question survey was developed. The five-part survey asked questions about the student, the university, the department and the student's option, and the student's particular classes. The survey was conducted using upper-level Telecommunications majors as the sample. Based on Ball State University's Office of Advising Report of Academic Progress (1998), there are a total of 144 seniors enrolled in the department. Of the 144 seniors, the option breakdown is as follows:

	Number	Percent	Percent of Survey Participants
Corporate Media	15	10%	10%
News	31	21%	27.5%
Production	60	42%	37.5%
Sales/Management	34	24%	22.5%
Minor	4	3%	2.5%

The participants were selected from TCOM 408 (Social Responsibility), because it is primarily a senior-level class, usually taken by students during the last semester at the university. In order to increase the number of participants, surveys also were administered in TCOM 444 (Media Management), TCOM 488 (Video Graphics/Post-Production), and TCOM 426 (Newsgathering). These are senior-level classes for Sales/Management, Production, and News, respectively. With the two sets of classes, the study encompassed over 50 percent of all the TCOM seniors.

There is overlap in some of the classes, but students were asked to participate only once. Each student responded to the survey voluntarily. The students were informed that their instructor would not see any survey, and it would not affect their grades, and they were not required to participate. The original survey did not take into account that TCOM minors may also be enrolled in these classes. Therefore, minors who participated tailored the survey to fit their needs. Each survey was collected upon completion; they were numbered, the data was entered, and the comments were transcribed.

Survey Participants

Survey Participants

Option	Number	Percentage of Participants
Corporate Media	8	10%
News	22	27.5%
Production	30	37.5%
Sales	18	22.5%
Minor	4	2.5%
Total	80	100%

Survey

This survey is being conducted as a part of an Honors Thesis Project. It will not affect your grade in this class, and you are not required to participate. All of your answers will be confidential.

OPTIONS / CURRICULUM SURVEY

1. This survey will be used in discussing the effectiveness of the TCOM department curriculum and Options System. Please answer these questions honestly and to the best of your ability.
2. This survey is divided into FIVE parts. Information will be asked about YOU, and your decisions concerning the UNIVERSITY, the DEPARTMENT, your OPTION and your CLASSES.
3. Please follow the directions for each question; some will ask you to choose more than one answer. PLEASE READ ALL OF THE POSSIBLE ANSWERS BEFORE YOU MAKE YOUR CHOICE(S).

**SECTION I:
QUESTIONS ABOUT YOU**

1. Gender: MALE FEMALE
2. Class Standing: JUNIOR SENIOR OTHER
3. Type of student: IN-STATE OUT-OF-STATE
4. Option: PRODUCTION NEWS CORPORATE SALES/MANAGEMENT
5. Overall G.P.A. (e. g. 3.25) _____

**SECTION II:
QUESTIONS ABOUT THE UNIVERSITY**

6. Which of the following had the MOST influence on your decision to attend Ball State (choose one)?
 - A. Location
 - B. Tuition
 - C. TCOM department/program
 - D. Other department/program
 - E. Faculty
 - F. Size of University/Class size
 - G. Other: (specify) _____

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
7. It is important to the University that I graduate.					
8. The University General Studies classes I have taken will be beneficial to me in the future.					
9. The Foreign Language I have taken will be beneficial to me in the future.					

**SECTION III:
QUESTIONS ABOUT THE DEPARTMENT**

10. In your opinion, what is the primary role of the TCOM Department (choose one)?
 - A. to give students a liberal arts education
 - B. to give students an applied science education
 - C. to give students the skills necessary to find a JOB
 - D. to give students the skills necessary to pursue a CAREER

11. Why did you choose to become a TCOM major (mark ALL that apply)?

- A. I thought it would be fun.
- B. I thought it would be easy to find a job.
- C. I had a career in TCOM in mind before attending the University.
- D. I liked the faculty.
- E. I liked the facility (building, equipment) available.
- F. I thought the department had a good reputation.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
12. Overall, I am satisfied with the education I have received from the TCOM department.					
13. Overall, I am prepared to enter the work world in a TCOM related field.					
14. In general, the TCOM department faculty cares about my future.					
15. In general, the material I learned in my TCOM classes was useful and practical.					
16. Overall, the faculty in the TCOM department gave me quality instruction.					

SECTION IV: QUESTIONS ABOUT YOUR OPTION

17. Why did you choose your option (mark ALL that apply)?

- A. I was interested in that particular aspect of the business
- B. I thought it would be fun.
- C. I thought it would be easy to find a job.
- D. I thought I could make a lot of money.
- F. Others in that option motivated me.
- G. Faculty members motivated me.
- H. I felt I could get more hands-on experience.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
18. I have had enough "hands on" experience in my option classes.					

19. I have taken TCOM classes outside my option.

YES (go to question 21)

NO (go to question 20)

20. If not, I would like to have taken TCOM classes outside my option.

YES

NO